

## **Historic, Archive Document**

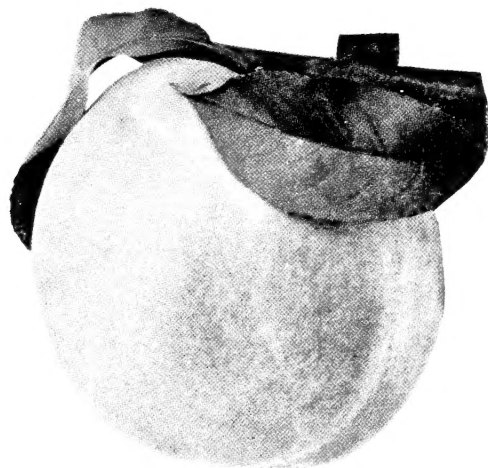
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# HEBERLE NURSERY COMPANY

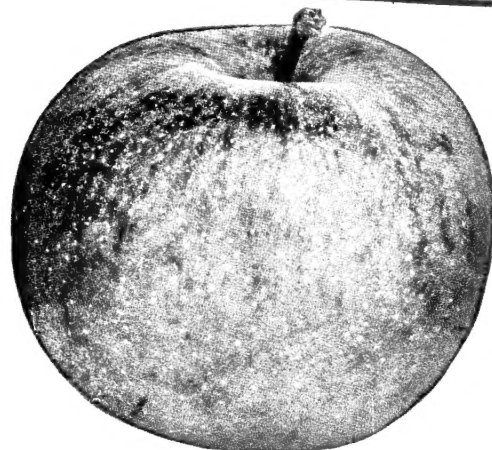
ROCHESTER 10, NEW YORK

*Founders of the Rochester Peach*

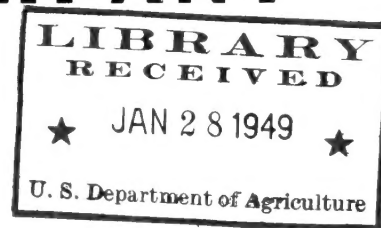


ROCHESTER

•  
**PLAN TO PLANT  
YOUR NEXT  
ORCHARD WITH**



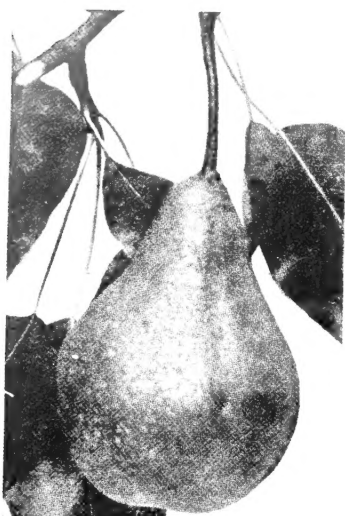
CORTLAND



**TRUE-TO-NAME TREES FROM HEBERLE**

# HEBERLE'S *Choice Pears and Cherries*

## PEARS

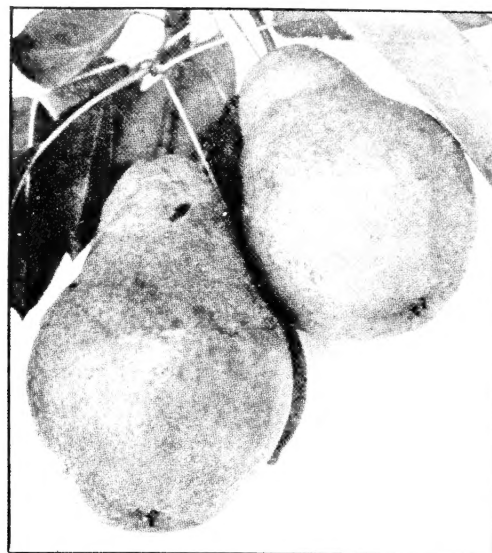


**SECKEL PEARS**

Bartlett  
Clapp's Favorite  
Kieffer  
Beurre Bosc  
Seckel

### **BARTLETT**

Most popular pear for orchard planters and home use. Fruit large and yellow with a reddish blush on the sunny side.



**BARTLETT PEARS**

## CHERRIES

### **SWEET CHERRIES**

**Napoleon (White Oxheart).**

**Windsor.** Dark red, very productive, ripens in July.

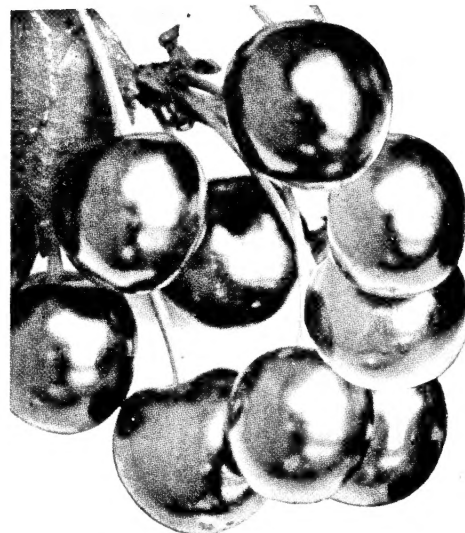
**Schmidts.** Large black, delicious to eat, good shipper, ripens around July 10th.

### **MONTMORENCY**

This variety is without question the best sour cherry grown for commercial and home use, dark red, tender and juicy.



**MONTMORENCY CHERRY**

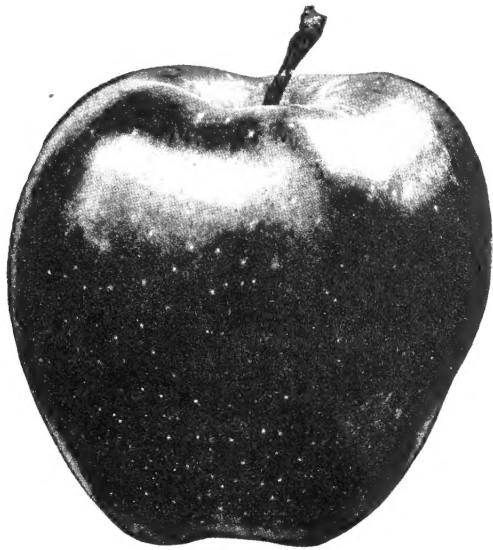


**BLACK TARTARIAN CHERRY**

### **HOW TO FIGURE NUMBER OF PLANTS NEEDED PER ACRE**

How to Figure Number of Plants Needed per Acre—Multiply the distance apart by the width of row. This result divided into .43,560 square feet per acre will give you the number of plants needed.

# HEBERLE'S *Selection of Profitable Apple Trees*



**DELICIOUS**

## **DELICIOUS**

A large, dark red apple, excellent quality, good keeper, and good shipper.

## **SUMMER VARIETIES**

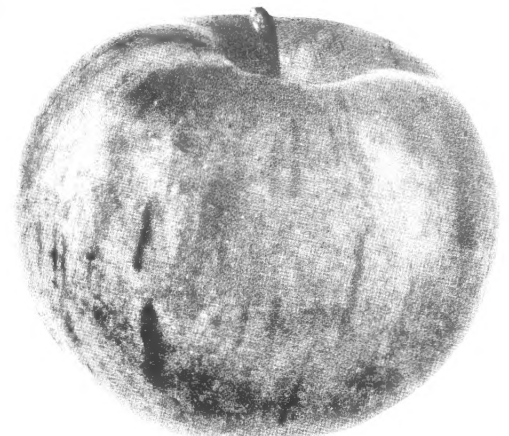
Early McIntosh      Yellow Transparent  
Red Astrachan

## **AUTUMN VARIETIES**

Milton      Wealthy

## **WINTER VARIETIES**

Northern Spy      McIntosh Red  
Cortland      Red Delicious  
Baldwin      Yellow Delicious  
Stayman Winesap      Red Rome  
R. I. Greening



**McINTOSH**

## **CORTLAND**

A good commercial apple, bright red color overlaid with purplish bloom, about 2 weeks later than McIntosh.

## **SOLID RED McINTOSH**

Well-known as one of the leading commercial varieties in New York State and New England.

**WE HAVE ALL OTHER LEADING VARIETIES NOT MENTIONED**

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# HEBERLE NURSERY COMPANY

*Founder of the Rochester Peach*

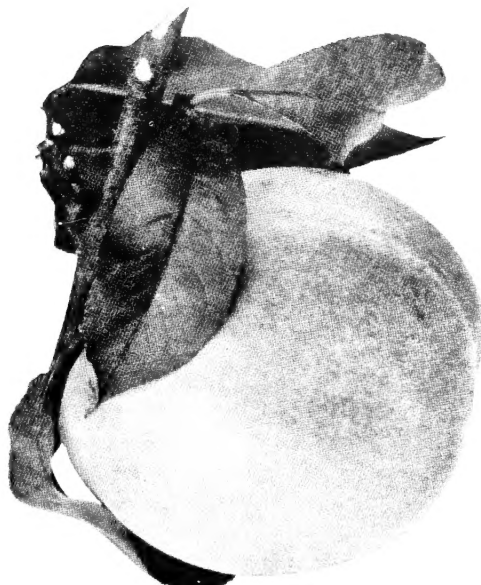
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## **GOOD COMMERCIAL VARIETIES**

Rochester	Hale Haven
Elberta	South Haven
Belle of Georgia	Red Haven
Crawford Early	Valiant
Early Elberta	J. H. Hale
Golden Jubilee	Oriole

## **ROCHESTER**

Yellow freestone and one of the finest grown. Combines the quality of Early Crawford with productiveness of Elberta, our choice of the finest canning peaches. Ripens mid-August.



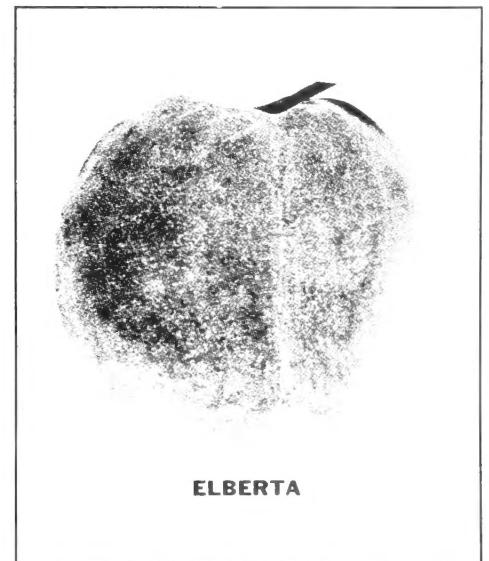
**HALE HAVEN**

## **HALE HAVEN**

Cross between J. H. Hale and South Haven. Its high color permits early picking. Good shipper.

## **GOLDEN JUBILEE**

Comparatively new but widely planted. A real money maker. Large yellow. Ideal for roadside market. (Aug. 20-25th.)



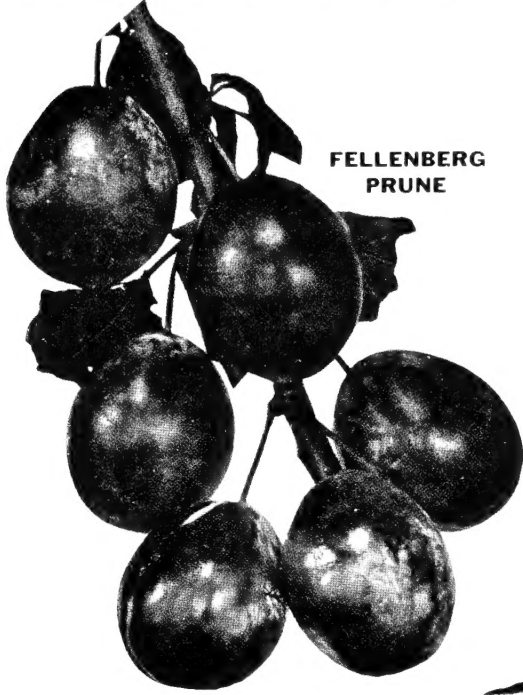
**ELBERTA**

## **ELBERTA**

The greatest commercial variety on the market and the biggest money maker for the commercial grower, ripens mid-September.



# HEBERLE'S *Selection of Plums and Small Fruits*



**FELLENBERG PRUNE**

## **FELLENBERG PRUNE**

Widely known and heavily planted by all growers. Ripens latter part of September.

**Bradshaw.** Large, dark violet red. September 5-10th.

**Burbank.** Very large, bright reddish purple. Aug. 25th to 30th.

**Abundance.** Very early, amber turning to rich bright cherry. Aug. 15-20th.

**Sharp's Damson.**

**German Prune.**

## **PLUMS**

### **STANLEY PRUNE**

The Stanley is, perhaps, the most popular of all new varieties put together. Bears young and is very productive.

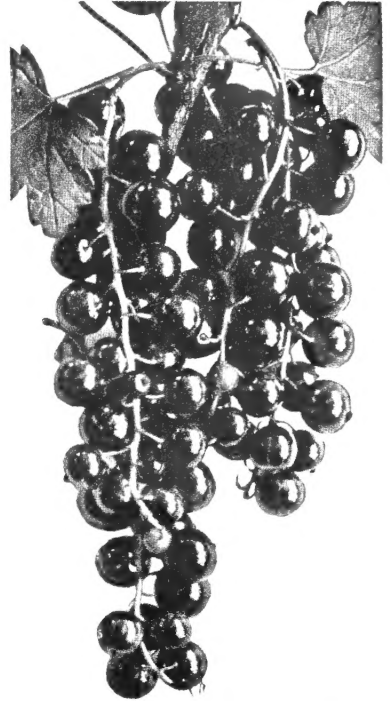
## **CURRENTS**

### **RED LAKE CURRANT**

The new giant red currant. The berries are large, dark red in color. It's a pleasure to pick them. Recommended by large growers for commercial planting.

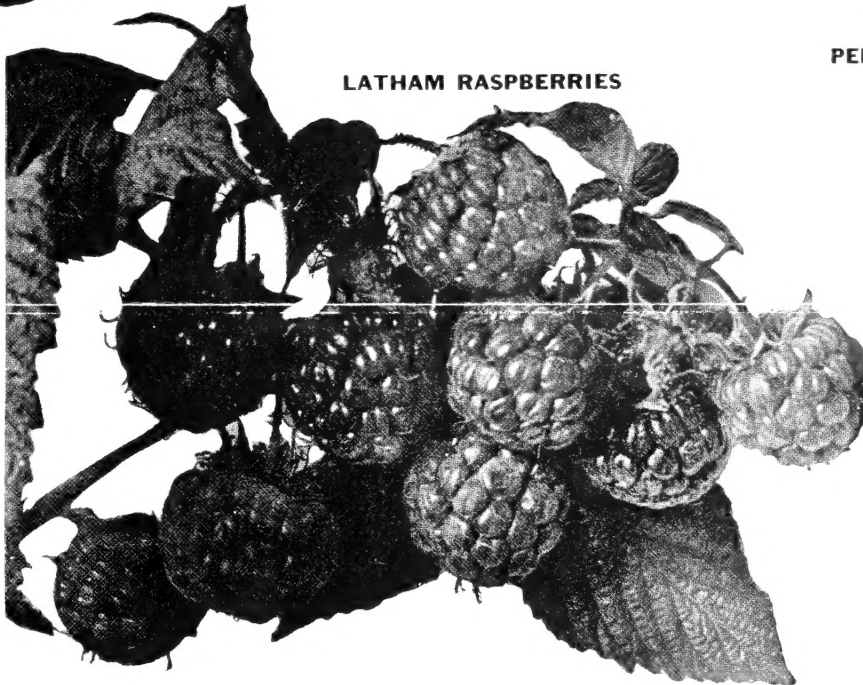
### **WILDER CURRANT**

Berries large, bright, attractive red. Hang on bushes well. Productive.



**PERFECTION CURRANT**

### **LATHAM RASPBERRIES**



## **RASPBERRIES**

**Sodus.** Purple.

**Cumberland.** Late black cap.

**Latham.** Red.

**Newburgh.** Bright red.

**Taylor.** Bright red.

**Indian Summer.** Ever-bearing red.

## **BLACKBERRIES**

**Eldorado.** Berries large, jet black.

**Alfred.** A good producer, ripens ahead of Eldorado.

## **GRAPES**

**Concord.** The leading commercial grape. Blue black in color. Hardy and very productive.

**Niagara.** Leading white, good quality.

**Fredonia.** Introduced by the N. Y. State Experimental Station.

**Worden.** Seedling of Concord, bluish black.

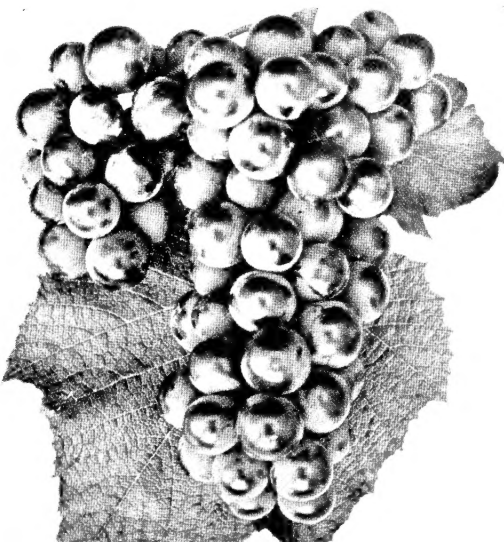
## **ASPARAGUS**

**Mary Washington.** The outstanding variety.

## **SILVER MAPLE**

See our price list for common shrubs and shade trees.

**CONCORD GRAPE**



# HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK



We specialize in growing fruit trees and sell direct to the planter. Every tree shipped from our nursery not only is guaranteed true-to-name but carries with it our personal supervision in every branch of the work.

Heberle Nursery Company

Arthur P. J. Heberle

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REMEMBER THE NAME **“HEBERLE”** IT IS YOUR GUARANTEE  
OF STURDY, HEALTHY, TRUE-TO-NAME FRUIT TREES